RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 24, 1997

RJR Account #442680
M. Gandulla
MOUNTAIN CANDY

DORAL $1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800004

Dear Mark:

DORAL $1.00 OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **75** SKUs of preassembled Counter Displays (Item #535481) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases Promoted Product	Brand Styles	UPC Code
2	*Doral Light*	12300-24698
3	*Doral Light 100*	12300-24750
3	*Doral Lt Men 100*	12300-24752
2	*Doral FF 100*	12300-24751

PO #010598

Product / Premium Arrival:	**January 5, 1998**
Ship Date to Retail:	**Week of: January 19, 1998**

Displays (Item #535481)

SKU CUBE:	**0.4965**
SKU WT (w/o Product):	**1.5625 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Savings Cartons**
EFT $ Amount:	**$1,510.42**

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$1.00 2-Pack Tear Tape
MOUNTAIN CANDY

Promotion Description:
Each Doral pack will have ".50¢ Off" Tear Tape. Product is pre-sleeved; each carton contains five 2-pack offers. One carton of each of the 4 brand styles should be placed in Counter Display and shipped to retail.

Brand Styles: Doral Lt / Doral Lt 100 / Doral Lt Men 100 / Doral FF 100

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
See attached 'Wholesaler Packing Instructions'

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$49.00 (3.5 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,
Judy
J. Campbell
Promotional Coordinator / 1610
/jc
cc: J. McLean
L. E. MacWilliams
Att: Wholesaler Packing Instructions

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER : 442680 MOUNTAIN CANDY & CIG. CO., INC <DIRECT>
TEMPLATE : 800004 80100 DOR JAN $1/2 NO
TEMPLATE SEQ : 0023
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
133005	133030	051215	GUPTA GROCERY CO.	RT 208 STONEGATE	MONROE	NY	10950	1		2757-1100	943175	(914)782-7810
133005	133030	578939	PLAZA TOBACCO	WINDMERE AVENUE	GREENWOOD LAKE	NY	10925	1				(914)477-0479
133005	133030	659479	DAILY STOP INC	168 JERSEY AVE	PORT JERVIS	NY	12771	1				(914)856-1505
133005	133030	660610	JASON-DOBB'S	1 KINGSTON AVE	PORT JERVIS	NY	12771	1			962035	(914)856-2486
133005	133030	693284	PINE ISLAND FOOD CT	RR 3 BOX 3	GOSHEN	NY	10924	1				(914)258-4287
133005	133030	050008	WALLACE MOBIL	413 N MAIN ST	MONROE	NY	10950	1	NYS	2358-0000		(914)783-0264
162204	162233	575577	GETTY MART	91 W MAIN ST	HANCOCK	NY	13783	1			947259	(607)637-4943
162204	162226	724724	MONSTER MART	2965 NYST RT 26	GLEN AUBREY	NY	13777	1			977264	(607)862-3038
162204	162226	743920	MAIN STREET BP	77 MAIN ST	BINGHAMTON	NY	13905	1				(607)724-4271
162206	162234	728531	RAINBOW FUELS & OIL	T/A THE PITT STOP	COOPERSTOWN	NY	13326	1				(607)547-9572
162210	162227	178199	OELKERS STORE	PO BOX 74 ROUTE 9	BARRYVILLE	NY	12719	1			906099	(914)557-6044
162210	162227	769971	SHORT STOP STORE IN	480 E MAIN ST	MIDDLETOWN	NY	10940	1				(914)343-6062
162210	162227	895203	FAIR OAKS S/S INC.	ROUTE 17M-BROWN R	MIDDLETOWN	NY	10940	1			925586	(914)361-4466
162210	162233	569076	TIGERS DEN EXXON	ROUTE 52	LIBERTY	NY	12754	1			922062	(914)292-2413
162210	162227	580163	SUNRISE STORE DBA	SUNRISE STORE	SLATE HILL	NY	10973	1			954644	(914)355-2829
162210	162227	580170	WOODRIDGE SUPERMKT	MAIN STREET	WOODRIDGE	NY	12789	1				(914)434-7788
162210	162227	586029	RACEWAY EXXON	167 JEFFERSON ST	MONTICELLO	NY	12701	1			919464	(914)794-4050
162210		590577	STEVE'S	KIRK ROAD	NARROWSBURG	NY	12764	1			952150	(914)252-3200
162210	162233	654303	ULTRA POWER CORP	MAIN ST. & ROCK A	LIVINGSTON MAN	NY	12758	1				(914)439-5251
162210	162227	674467	KOLI ENTERPRISES	425 MAIN ST	SOUTH FALLSBUR	NY	12779	1			965038	(914)434-7825
162210	162227	674468	U-P WOODBOURNE	RT. 42 & 52	WOODBOURNE	NY	12788	1			964809	(914)434-7072
162210		675062	ULTRA POWER MONTICE	RACEWAY RD & JEFF	MONTICELLO	NY	12701	1				(914)794-1802
162210		675064	MOBIL MINI MART	KHOTIAR CORP.	COCHECTON	NY	12726	1			964932	(914)932-8686
162210	162227	678964	A&K DELI MART	210 WICKHAM AVE	MIDDLETOWN	NY	10940	1			970285	(914)342-8866
162210	162227	680554	MIDDLETOWN TEXACO M	DOLSEN AVE & DOLS	MIDDLETOWN	NY	10940	1				(914)342-7006
162210	162227	688444	PRIME GAS & REPAIR	106 S MAIN ST	ELLENVILLE	NY	12428	1				(914)647-3025
162210	162227	688672	STAR MARKET LLC	RT 17N M&M RD	MIDDLETOWN	NY	10940	1			967042	(914)361-5113
162210	162227	688860	R&S INCORPORATED	P.O. BOX #2	BULLVILLE	NY	10915	1				(914)361-0883
162210	162227	691930	PINE MART, INC.	RT. 42	KIAMESHA LAKE	NY	12751	1				(914)796-1133
162210	162234	698971	ROXBURY CONV STORE	MAIN STREET	ROXBURY	NY	12474	1				(607)326-7133
162210	162327	703094	A&T PETROLEUM	PO BOX 1103	PINE BUSH	NY	12566	1			964510	(914)744-5182
162210	162227	723846	GILL MART	76 E MAIN ST	MIDDLETOWN	NY	10940	1				(914)344-0192
162210	162227	732078	MOBIL FOOD MART	RT 17K	BULLVILLE	NY	10915	1				(914)361-3919
162210		732088	Z.S.&S CORP.	150 BROADWAY	MONTICELLO	NY	12701	1				(914)794-2127
162210	162227	737910	RALPH'S	259 E MAIN ST	MIDDLETOWN	NY	10940	1			981142	
162210		748865	SONNY'S MOBIL MART	SHIVANI CORP	MONTICELLO	NY	12701	1				(914)796-1052
162210		762745	NK MART	OLD ROUTE 17	ROSCOE	NY	12776	1				(607)498-4941
162210		765912	CITGO QUICK STOP	ROUTE 53 COUNTY R	LOCH SHELDRAKE	NY	12759	1				(914)434-5957
162210	162227	250219	JOE ROTAS	288 BROADWAY	MONTICELLO	NY	12701	1			927038	(914)794-4460
162210	162227	386605	CABRERA'S AUTO REPA	ROUTE 42 NORTH	MONTICELLO	NY	12701	1			941617	(914)794-8421
162210	162233	388703	52 PICK-UP	6363 STATE ROUTE	LIBERTY	NY	12754	1			928895	(914)292-1655
162210	162227	443887	S&O MINI MART	361 BROADWAY	MONTICELLO	NY	12701	1				(914)791-5142

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TEMPLATE : 800004 80100 DOR JAN $1/2 NO
TEMPLATE SEQ : 0023
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162210	162227	458081	AMI PETRO, INC.	700 ROUTE 211 E	MIDDLETOWN	NY	10940	1				(914)692-0803
162210		475191	GETTY	ROUTE 52	ELLENVILLE	NY	12428	1			946491	(914)647-6011
162210	162227	557522	WALLACE OIL CO.,INC	471 NORTH ST	MIDDLETOWN	NY	10940	1	NYS	2358-0000	960245	(914)342-6799
162210	162227	179216	DOLSON MOBIL	DOLSON ROUTE 17	MIDDLETOWN	NY	10940	1	NYS	2358-0000		(914)342-0135
162210	162227	191649	WALLY MART SUNOCO	FAIRLAWN AVE & RT	MIDDLETOWN	NY	10940	1	NYS	2358-0000	956946	(914)342-0135
162210	162227	209401	WILSON FIELD MOBIL	DOLSON AVENUE	MIDDLETOWN	NY	10940	1	NYS	2358-0000	442680	(914)342-4224
162303	162324	739081	A&S MART INC.	2501 ALBANY ST	SCHENECTADY	NY	12304	1				(518)382-0832
162304	162322	643303	SPI INSTAMART	699 N PEARL ST	ALBANY	NY	12204	1				(518)449-3110
162305	162327	486928	BROADWAY GROCERS	702 AB BROADWAY	KINGSTON	NY	12401	1			963645	(914)338-7275
162305	162326	767885	JANES VARIETY II	149 2ND AVE	ALBANY	NY	12202	1				(518)449-2421
162306	162326	176859	HILLSDALE SUPER	ROUTE 23	HILLSDALE	NY	12529	1			963165	(518)325-4341
162306	162328	178618	HWANG CORP	RR 3 BOX 490A	RED HOOK	NY	12571	1			949461	(914)758-6165
162306	162327	620264	CITGO GUJAR	RT. 32 & MADELINE	ROSENDALE	NY	12472	1			956268	(914)658-3708
162306	162327	651694	CITGO STONE RIDGE	3492 MAIN ST.	STONE RIDGE	NY	12484	1			960971	(914)687-0339
162306		693696	PINE GAS	RT 199 BOX 421	PINE PLAINS	NY	12567	1				(518)398-6519
162307	162330	179819	CARTON GROCERY, INC	80 LAKE DR	CONGERS	NY	10920	1		2757-1100	963991	(914)268-6291
162307		274614	44-55 DELI	RT 44 & 55 BOX 56	HIGHLAND	NY	12528	1			944090	(914)691-9190
162307	162327	303493	MEADOW HILL MOBIL	1117 UNION AVE	NEWBURGH	NY	12550	1			481952	(914)564-4410
162307	162327	420051	GETTY GUJJAR PETRO	76 NORTH CHEST RT	NEW PALTZ	NY	12561	1				(914)255-7830
162307	162330	567488	RTW STATIONERY, INC	DBA RICHIE'S STAT	SUFFERN	NY	10901	1				(914)357-6898
162307		636230	EMAN MOUTAZI LTD	1 HOMEWOOD AVE	NEWBURGH	NY	12550	1		5474-0000		(914)567-0408
162307	162327	733040	JAMAN ENTERPRISE LT	402 ROUTE 9W	NEWBURGH	NY	12550	1		0362-0102		(914)562-4242
162307	162327	764472	RAM PETROLEUM	160 MAIN ST	NEW PALTZ	NY	12561	1				(914)255-4420
162307	162327	472372	CHILIANA E ASSOC.IN	197 N PLANK RD	NEWBURGH	NY	12550	1	NYS	0362-0102	046912	(914)561-1391
162308	162328	619804	VALUE RITE THRIFT	650 VIOLET AVE	HYDE PARK	NY	12538	1				(914)229-0438
162308	162328	659740	JULIANS DELI	RT 9G BOX 956	HYDE PARK	NY	12538	1			953281	(914)229-9829
162308	162329	701607	SHURFINE FOODS	RT.22 BOX 625	WINGDALE	NY	12594	1				(914)832-9361
162308	162328	723015	LAL PETROLEUM	RT 44 & TIMOTHY H	PLEASANT VALLE	NY	12569	1				(914)635-8423
162308	162329	729876	FOODWAY CONV	1163 ROUTE 9	WAPPINGERS FLS	NY	12590	1				(914)298-1493
162308	162329	766944	BUDDY'S SERVICE CTR	233 FREEDOM PLAIN	POUGHKEEPSIE	NY	12603	1		1449-0000	946194	(914)452-4965
162309	162329	682873	RKJ ENTERPRISE	1 - 84 & RTE 52	CARMEL	NY	10512	1			965327	(914)878-2557

PAGE BREAK TOTAL ACCOUNTS 73 TOTAL QUANTITY 73

TEMPLATE TOTAL ACCOUNTS 73 TOTAL QUANTITY 73

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WHOLESALER PACKING INSTRUCTIONS

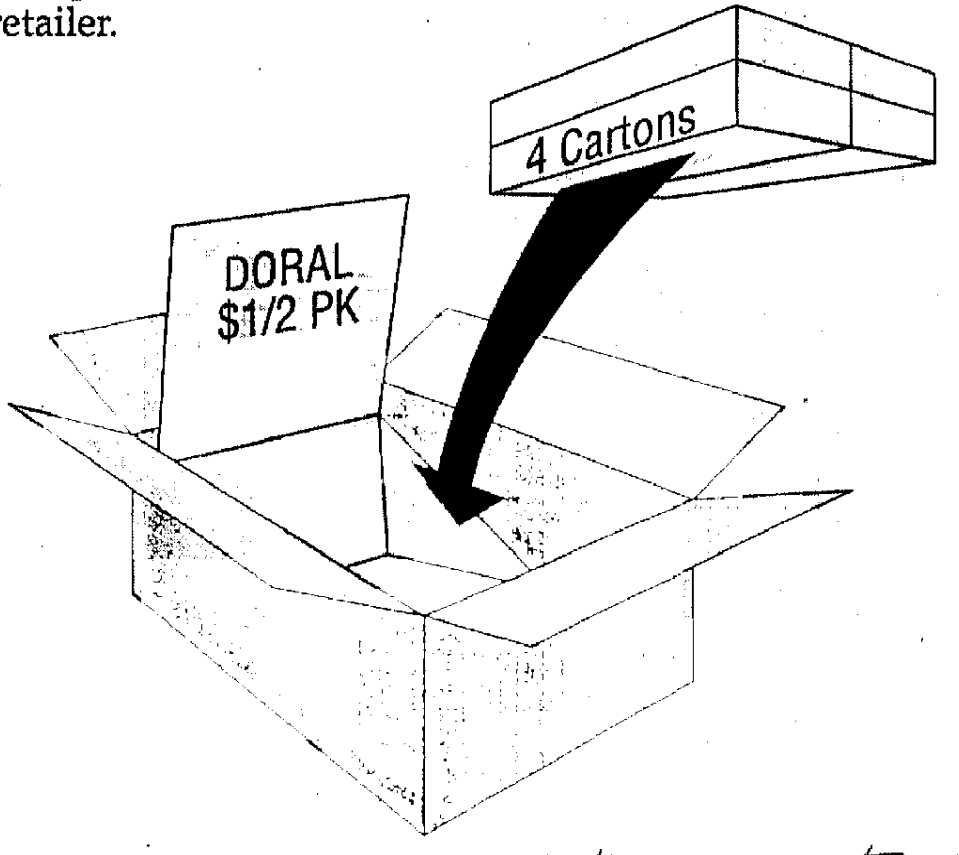
VALUE ADDED PROMOTIONS | **1ST QTR.'98**

January DORAL $1.00/2 PK

($1.00 off 2 packs—Pack Outlets, CTS Pack)

STEPS

1. Open DORAL $1/2 PK shipping case.
2. Place 4 cartons of Doral promotional product into shipper/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



*Pack 4 ctns per display
4 styles may not be
shipped to all direct Acct

Item: # 535481 - Pack Outlets
535625 - CTS Pack
Description: DORAL $1/2 PACKS Display / POS kit

* **Brand Style**	LIGHT	LIGHT 100	LIGHT MEN 100	FF 100		
Number of Cartons	1	1	1	1		

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